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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/782,933	02/14/2001	Hulikunta Prahlad Raghunandan	JP920000216US1	6926

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EXAMINER

PHILLIPS, HASSAN A

ART UNIT	PAPER NUMBER
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2151

DATE MAILED: 08/29/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/782,933

Applicant(s)

RAGHUNANDAN, HULIKUNTA
PRAHLAD

Examiner

Hassan Phillips

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 17 June 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-5, 7, 8, 10, 11, 20, 22-25, 27-30 and 32 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-5, 7, 8, 10, 11, 20, 22-25, 27-30 and 32 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

DETAILED ACTION

1. This action is in response to the request for continued examination filed on June 17, 2005, and amendments and remarks filed on April 21, 2005.

Continued Examination Under 37 CFR 1.114

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on June 17, 2005 has been entered.

Response to Arguments

3. Applicant's arguments filed April 21, 2005 have been fully considered but they are not persuasive. Applicant argues that:

- a) Greer does not teach the feature: "acquiring data from each site searched or visited by the user during each session of a plurality of session via the public network, **said acquired data comprising content of each site searched or visited during each said session**";
- b) Greer does not teach the feature: "providing a mapping that associates each session attribute with a corresponding user profile attribute";

- c) Greer does not teach the feature: "for each user profile attribute:
determining a user profile weight derived from session weights associated with session attributes corresponding to the user profile attribute in accordance with said mapping"; and,
- d) Greer does not teach the feature: "generating a user profile pertaining to the user, said user profile including one or more attribute records, each attribute record of said one or more attribute records comprising: a user profile attribute of said user profile attributes, the user profile weight associated with the user profile attribute, and the session weights associated with the user profile attribute".

Examiner respectfully disagrees.

4. Regarding item a), Applicant acknowledges that Greer teaches acquiring data relating to visits of a web site by a user (Greer, Fig. 2, and paragraphs 14-16). Examiner submits that Greer also specifically discloses "acquiring data from each site searched or visited by the user during each session of a plurality of session via the public network, said acquired data comprising content of each site searched or visited during each said session" in paragraph 15. In this passage Greer teaches the acquired data comprising content of each site searched or visited being "...a particular Window or screen at a particular web site".

5. Regarding item b), the feature: "providing a mapping that associates each session attribute with a corresponding user profile attribute", is implicit in the teachings of Greer. Greer teaches a plurality of profile attributes (238, 242, 246), with the attribute (246) being related to miscellaneous information, (page 2, paragraph 15). Greer further gives specific examples of storing interest profiles for a user, and updating these profiles to remove old information in order to change a user's interests by monitoring sessions of the user, (page 2, paragraphs 15-16, and page 3, paragraphs 23-26). Examiner submits that the only way the profiles can be updated to remove old information is to provide a mapping that associates each session attribute (an attribute of the current session being monitored) with a corresponding user profile attribute (a stored attribute related to the user's interest profile).

6. Regarding item c), for reasons previously mention with regards to item b), it clear that the feature: "for each user profile attribute: determining a user profile weight derived from session weights associated with session attributes corresponding to the user profile attribute in accordance with said mapping" is taught by Greer, (page 3, paragraph 23). The user profile weight being, "...basketball is greater than scale 10", and the session weight being, "10 minutes".

7. Regarding item d), for reasons previously mention with regards to items b) and c), it clear that the feature: "generating a user profile pertaining to the user, said user profile including one or more attribute records, each attribute record of said one or

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more attribute records comprising: a user profile attribute of said user profile attributes, the user profile weight associated with the user profile attribute, and the session weights associated with the user profile attribute", is taught by Greer, (page 2, paragraphs 15-16, and page 3, paragraphs 23-26).

8. Applicant also argues, Greer does not teach the feature: "... **wherein the session attributes for each site searched or visited are derived from keywords consisting of section headings and bolded words in the acquired data of each site searched or visited, ...**". This argument has been fully considered and is persuasive. Therefore, the corresponding rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of Goldman et al. (hereinafter Goldman), U.S. Patent Pub No. 2003/0135853 (previously made of record and not relied upon).

Claim Rejections - 35 USC § 103

9. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

10. Claims 1, 3-5, 7, 8, 10, 20, 23-25, 27, 29, 30, and 32, are rejected under 35 U.S.C. 103(a) as being unpatentable over Greer et al. (hereinafter Greer), U.S. patent publication 2001/0011226, in view of Goldman.

11. In considering claims 1, 20, and 23, Greer discloses a method, a server system, and a computer program product comprising a computer usable medium having a computer readable program code embodied therein for providing information via a public network to a user, comprising the steps of: identifying the user, (page 2, paragraph 21); acquiring data from sites searched or visited by the user during each session of a plurality of sessions via the public network, said acquired data comprising content of each site searched or visited during each said session, (page 2, paragraphs 15-16); for each said site searched or visited for each said session: parsing the acquired data to identify session attributes for each site searched or visited and associating a session weight with each said session attribute of each site searched or visited, wherein the session attributes for each site searched or visited are derived from articles or images in the acquired data of each site searched or visited, and wherein each session weight of each site searched or visited is derived from the time spent by the user in each site searched or visited or from a frequency of visits by the user to each site searched or visited, (page 2, paragraphs 15-16, and page 3, paragraph 23); specifying user profile attributes for the user, (page 2, paragraphs 15-16, and page 3, paragraphs 23-25); providing a mapping that associates each session attribute with a corresponding user profile attribute, (page 2, paragraphs 15-16, and page 3, paragraphs 23-26); for

each user profile attribute: determining a user profile weight derived from session weights associated with session attributes corresponding to the user profile attribute in accordance with said mapping, (page 3, paragraph 23); generating a user profile pertaining to the user, said user profile including one or more attribute records, each attribute record of said one or more attribute records comprising: a user profile attribute of said user profile attributes, the user profile weight associated with the user profile attribute, and the session weights associated with the user profile attribute, (page 2, paragraphs 15-16, and page 3, paragraphs 23-26); and providing information obtained via the network to the user based on said user profile, (page 3, paragraphs 23-25).

Although the disclosed method, server system, and computer program product taught by Greer shows substantial features of the claimed invention, it fails to expressly show: the session attributes for each site searched or visited being derived from keywords consisting of section headings and bolded words in the acquired data.

Nevertheless, in a similar field of endeavor, Goldman teaches systems and methods for inserting advertisements in an information document displayed to a user comprising: session attributes for programming viewed by a user being derived from topics and keywords associated with the programming, (page 6, paragraph 58).

Thus, if not implicit in the teachings of Greer, given the teachings of Goldman it would have been obvious to one of ordinary skill in the art, to modify the teachings of Greer to show the session attributes for each site searched or visited being derived from keywords consisting of section heading and bolded words in the acquired data. This

would have facilitated increasing the efficiency for providing advertisement information to a user, (Goldman, page 1, paragraph 10, Greer page 1, paragraph 6).

12. In considering claim 3, Greer teaches directing advertising to the user based on the user profile. See page 2, paragraph 15.

13. In considering claims 4, 24, and 29, Goldman teaches recording the keywords, (page 6, paragraph 58, also see Fig. 5). One of ordinary skill in the art would combine the teachings of Greer with Goldman for the same reasons indicated in considering claims 1, 20, and 23.

14. In considering claims 5, 25, and 30, Greer teaches a cache for storing the keywords. See page 1, paragraphs 14-15.

15. In considering claims 7, 27, and 32, although the disclosed method, server system, and computer program taught by Greer shows substantial features of the claimed invention, it fails to expressly show: the user profile attributes being selected from the group consisting of economic stratum, age group, sex, educational background, occupation, religious background, and personal technical interests.

Nevertheless, Greer does teach the user profile attributes being selected from a group consisting of: Web sites frequented by a user, (page 2, paragraph 15).

Thus, it would have been obvious to one of ordinary skill in the art, to modify the teachings of Greer to show the attributes being selected from the group consisting of economic stratum, age group, sex, educational background, occupation, religious background, and personal technical interests, and combinations thereof. It was well known in the art at the time of the present invention for web sites to be based on such groups, Greer, page 3, paragraph 23.

16. In considering claim 8, Greer teaches the user profile attributes comprising personal special interests. See page 2, paragraph 15.

17. In considering claim 10, Greer teaches the user profile being continuously updated with usage of the public network by the user. See page 3, paragraphs 23-25.

18. Claim 2, is rejected under 35 U.S.C. 103(a) as being unpatentable over Greer and Goldman in view of Hoguta et al. (hereinafter Hoguta), U.S. patent 6,725,303.

19. In considering claim 2, although the disclosed method, server system, and computer program taught by Greer shows substantial features of the claimed invention, it fails to show: identifying a user by fingerprint, retinal pattern, or voice.

Nevertheless, in a similar field of endeavor, Hoguta teaches providing information via a public network to a user comprising: identifying a user by acquiring a user's fingerprints, retinal pattern, or voice pattern, (col. 3, lines 33-45).

Given the teachings of Hoguta it would have been apparent to one of ordinary skill in the art, to modify the teachings of Greer to show identifying a user by fingerprint, retinal pattern, or voice, before providing information to the user via a public network. This would guarantee that information is being sent to the correct user only, and not to someone else who may be using the users terminal. This would also give the user the flexibility to go anywhere in the world and still be capable of receiving information based on the users profile, Hoguta, col. 1, lines 36-61.

20. Claims 11, 22, 28, are rejected under 35 U.S.C. 103(a) as being unpatentable over Greer and Goldman in view Hoguta, and further in view of Kwok et al. (hereinafter Kwok), U.K. patent publication GB 2,346,239 A.

21. In considering claims 11, 22, and 28, although the combined methods, server systems, and computer programs taught by Greer and Goldman, shows substantial features of the claimed invention, they fail to expressly show: identifying a demographic grouping to which said user belongs by a capturing a video image of a portion of the user's body including the head.

Nevertheless, in a similar field of endeavor, Kwok teaches providing private information via a public network to a user comprising: identifying a user by capturing a video image of a portion of a user's body, including the head, (page 7, lines 9-12).

Given the teachings of Kwok it would have been obvious to one of ordinary skill in the art, to modify the teachings of Greer and Goldman to show: identifying a

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demographic grouping to which said user belongs by a capturing a video image of a portion of the user's body including the head. As taught by Hoguta, this would have guaranteed that information is being sent in a secure manner to the correct user only, and not to someone else who may be using the users terminal. This would also give the user the flexibility to go anywhere in the world and still be capable of receiving information based on the users profile, Kwok, page 1, lines 20-37.

Conclusion

22. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Davies et al. U.S. Patent 5,931,907, an agent based access system that uses keyword sets to locate information of interest to a user, together with user profiles.


23. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hassan Phillips whose telephone number is (571) 272-3940. The examiner can normally be reached on M-F 8:00am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Zarni Maung can be reached on (571) 272-3939. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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